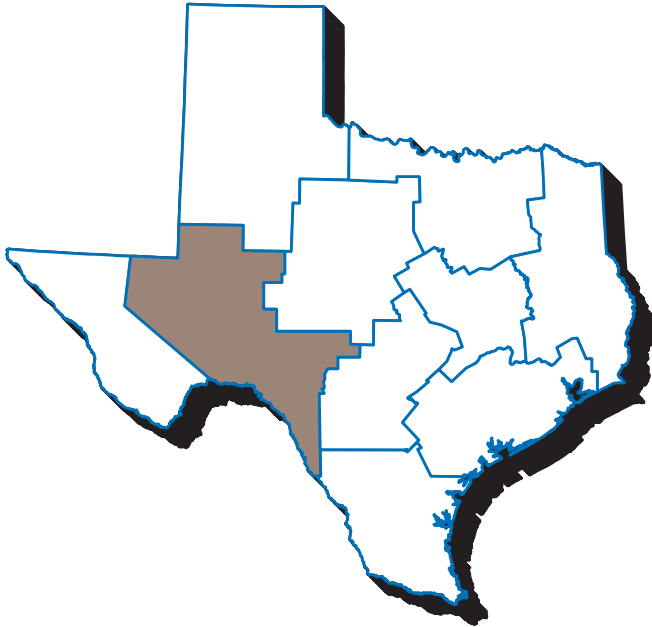


# Texas

# PECOS TRAIL REGION

## Economic Impact



The 22-county Texas Pecos Trail Region features rich heritage, diverse culture, and unforgettable history, including one Texas Historical Commission state historic site. Travel and tourism are vital to the Texas economy, and the Pecos Trail Region is no exception. In 2018, direct travel spending in the Pecos Trail Region accounted for roughly \$2.1 billion of the overall \$80.3 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

### Travel Matters



**\$2,111,980,000**  
direct travel spending in 2018



**\$71,560,000**  
state and local taxes generated from travel spending

### Travel Means Jobs



**13,970**  
jobs directly supported by tourism spending within the region



**\$370,690,000**  
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2019

For more information, contact the Pecos Trail Region at [info@texaspecostrail.com](mailto:info@texaspecostrail.com).  
or the Heritage Tourism Program at the Texas Historical Commission at [community-heritage@thc.texas.gov](mailto:community-heritage@thc.texas.gov).

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